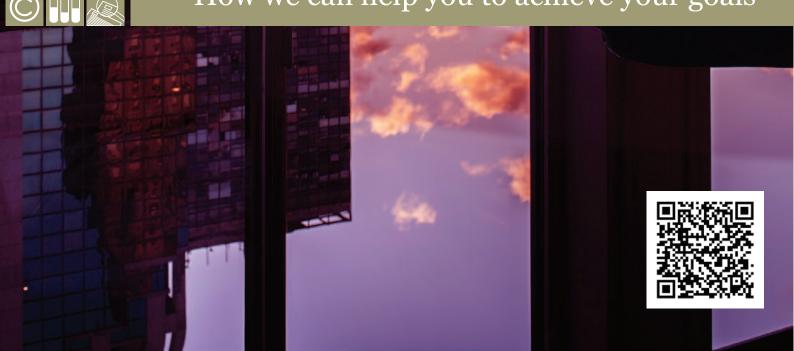


Intellectual Property | Technology Law | Entertainment Law

Our Services How we can help you to achieve your goals







LOYALTY, PERSEVERANCE, EXCELLENCE.

Our Identity

Hard work and dedication exercised everyday

We believe in hard work and dedication exercised everyday when focusing on the issues our clients trust us with. Day after day, we renew our commitment to doing our best for our clients, with unfaltering adherence to our values of Loyalty, Perseverance, and Excellence. These recognitions belong to our clients, colleagues, and friends, who we are grateful to for their continuous trust in our work, as well as to all the members of the Fischer Abogados team for their ongoing commitment, and spirit of excellence and self-improvement.



IPSTARS

Our Firm

FISCHER Abogados has developed a solid reputation for its broad and modern approach to Intellectual Property and is widely regarded as Uruguay's powerhouse and leading firm in this field.

Based on this cornerstone, clients have sought advice and assistance in a number of related fields of their corporate activity leading to expansion and growth in the firm's IP practice, and also to making **FISCHER Abogados** the first choice in Technology, Media & Telecommunications (TMT), Governance, Risk & Compliance (GRC), Regulatory, Contracts and Transactions, Litigation and Dispute Resolution.

The firm's practice is conducted pursuant to the core values of Loyalty, Perseverance and Excellence. Clients have made aware that they highly value adherence to these principles and have praised the firm's commitment to providing high quality and responsive services with a standard of professional excellence and pursuing the essential values of perseverance, willingness, loyalty, and a vocation for service. The firm's team has excelled in all the areas of practice and we are proud of their commitment and devotion to meet and satisfy the client's needs.

The firm has continued its growth in terms of quantity and quality of its client base, and client referral has been and continues to be the main source of new client and panel wins. The firm has built long lasting work relationships with its clients, serving an impressive client list.

FISCHER Abogados has been the choice of first class multi-national companies in selection processes in Uruguay, after consideration of the services and areas of practice, and specially considering the depth and strategic view of the advice provided, its added value, and personal approach and pro-activity.

The firm has been consistently ranked in the top tiers in the most prestigious surveys, including among others, MIP's World IP Survey, Chambers Global, Chambers Latin America, and Legal 500.



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LOYALTY, PERSEVERANCE, EXCELLENCE.

Our Values

Loyalty, Perseverance, Excellence.

We firmly believe in these values as solid pillars of our practice.

The recognition we have received is only possible by constantly pursuing excellence in our work. Excellence, however, may not be achieved without perseverance, and both are meaningless without loyalty to our principles and to our clients.

We are devoted continuous improvement in order to ensure that **FISCHER Abogados** and our team will keep at the forefront of the legal profession in our fields of services.

Our Services How we can help you to achieve your goals

Main Areas of Practice



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Intellectual Property

The professional services scenario has dramatically changed in the past years. Clients are looking far beyond the traditional filing and prosecution services, seeking firms which provide a broader perspective and range of abilities, and business-oriented solutions.

In its Intellectual Property practice, **FISCHER Abogados** follows a modern approach, is a full service firm. and aims to master the more sophisticated issues in IP, Technology Law and the related fields. This has been the firm's approach since its inception.

This goes from assisting our clients in all legal aspects and providing comprehensive and strategic legal advice, to the obtention of all kinds of IP rights, including,

Business Intelligence

Patent Litigation

FTO, state of the art and

equivalent patent searches

- Patents
- Pharmaceutical Patents
- Industrial Designs
- Trademarks
- Plant Variety Rights Copyrights
- Domain Names
- Copyrights Trademark Litigation
 IP Litigation
 - Licensing and Transactions
- Administrative Appeals, Cancellation Actions, Litigation before the High Administrative Court and the Supreme Court of Justice
- Anti-Counterfeiting
- Customs protection of IP

- IP audits & clearance
- The firm is recognized as a leader in IP prosecution and litigation, pharmaceuticals, life sciences, biotechnology, plant varieties, copyrights in the digital space, multimedia, IT and internet-related issues.

the firm continues to be the most active firm in Uruguay in Plant Variety Protection on behalf of foreign registrants, and has filed a number of PVR applications to the Uruguay PVR authority in regard to an array of varieties

FISCHER Abogados assists local and international clients in strategic advice and management of their IP portfolios in a wide variety of jurisdictions and has gained substantial experience in the intricacies of the various legal systems.

We believe that the adequate and timely capture, searching and clearance of IP rights is crucial to enable our clients to take informed corporate decisions regarding the product and service strategies globally. The firm's patent team assists in conducting state of the art searches, IP capture, and in drafting patents of invention and in filing strategy, both domestic and international.



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LOYALTY, PERSEVERANCE, EXCELLENCE.





Technology, Media & Telecommunications (TMT)

The firm has built a strong practice and reputation in the TMT field.

We are aware of the current and increasing importance of TMT, their implications for our clients, and their role in the technology-based environment.

Our day to day practice on behalf of our clients comprises satisfying their needs in the areas of,

- Privacy and personal data
- Media and Social Media (Web 2.0)
- User Generated Content
- Entertainment
- Sports Law, Ambush Marketing
- Filmmaking
- Music

- IT Law
- Legal aspects of websites, terms and conditions, privacy and data protection policies.

- Technology development and licensing agreements
- Image and Publicity Rights, advertising and Promotions
- Software protection and enforcement
- Acquisitions, Transfers, and Licensing



Governance, Risk & Compliance (GRC)

A key element in companies' success and continuity is maintaining and preserving their good standing, image and reputation in the marketplace and vis a vis regulators, consumers and the public in general.

The firm assists clients in adopting and pursuing good practices, complying with corporate governance and due diligence standards, performing risk prevention audits, and profiting of business intelligence.

This comprises setting-up and enforcing,

- Compliance programs
- Corporate governance
- Corporate policies and best practices
- Competition & antitrust

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- Licensee and Franchisee audits
- Internal audits
- Ethics codes
- Distributors and outsourced entities audits
- Information security management
- IPR and data treatment
- Anti-counterfeiting programs
- Legalization programs of IP and Plant Variety Rights
- IPR watching
- Product launching and advertising clearance
- Freedom-to-Operate searches



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Copyrights

- Comparative Advertising
- Domain names
- IT audits



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Regulatory

The firm's regulatory practice covers a wide range of industries and services, including inter alia food, pharma, agrochemicals, design, advertising, audiovisual, music and entertainment, IT & software development, vehicle and car manufacturing.

The firm has intense practice in,

- Access to public information actions
- Habeas Data actions
- Regulatory aspects of sanitary registrations
- Administrative contracts
- Administrative petitions and appeals
- Consumer law
- Review of agency adjudication
- Judicial review
- Defenses and injunctive relief against agency action
- Unconstitutionality of law



Contracts and Transactions

A large part of the firm's practice is devoted to contracts and transactions.

We have an intense practice assisting and representing our clients in a wide range of contracts and transactions related to our practice fields.

This includes negotiating, drafting and preparing agreements for - inter alia,

- Licensing of rights
- Joint investigation and development agreements
- Confidentiality agreements
- Distribution agreements

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- Due diligence
- Assignment of rights
- Investigation and IP-capture agreements
- Joint-venture agreements
- Asset purchase agreements
- Computer software and internet-related agreements,

Recent deals include advising and setting-up of distribution, franchise and agency agreements, license and manufacture agreements, IT & software development, Filmmaking, Co-Production and Distribution agreements in the audiovisual industry, technology asset purchase agreements, advising on strategic alliances, audits and due diligence, coexistence agreements, assignments of IPR.



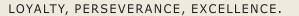
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Franchising

- - end-user agreements







Enforcement, Litigation and Dispute Resolution

FISCHER Abogados is proud of the litigation skills of its professionals and their impressive record in enforcing and defending clients' rights, including high profile and cutting-edge cases.

Many of the judgments and rulings issued over cases pursued by the firm on behalf of its clients have been considered leading case law in their respective areas.

The firm's litigation practice has included filing and pursuing actions before,

- Courts of Appeal, the Supreme Court of Justice
- High Administrative Court
- Uruguayan Patent and Trademark Office
- Ministry of Industry, Energy

First Instance Courts

- and Mining

 Ministry of Livestock and Agriculture
- Uruguayan Plant Variety Authority (INASE)
- Uruguayan Customs
- Other administrative agencies and bodies.



Translations Department

Our firm provides translation and Sworn Translation services.

The firm counts with an experienced, highly trained and efficient team of Uruguayan Sworn Translators which is well-known for the quality of their translations, verifications and with strict adherence to timeframes and due dates.

Our Sworn Translators are well versed in IP matters and are also specialized in translation of patent and priority documents.



Notary Public Services

In support to all of our departments, **FISCHER Abogados** counts with Notary Public services, that is relevant to all the activities performed in the firm, including preparation, issuance and notarization of Powers of Attorney, analysis of documents, obtention of certificates, preparation of Certificates ascertaining evidence for use in administrative, risk assessment, and judicial litigation and infringement procedures, notifying Cease and Desist letters (C&D) through Notary Public.

A Notary Public participates in all legal procedures where the presence of a Notary Public is convenient or statutorily required, including a number of contracts, transactions and related matters.



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Our People Teamwork

FISCHER Abogados takes pride in its team of highly trained and specialized professionals that combines seasoned attorneys and the driving force of younger generations and has the skills and ability to handle, with integrity and loyalty, the sophisticated legal issues and technical challenges inherent to international work in an increasingly globalized and cross-border environment, with clear and responsive communication. We praise our professionals for their proactivity, dedication, spirit of self-improvement and business-oriented approach.

We act under a teamwork approach and a flexible task group structure, combined with a personal level contact which allows to better understand the client's needs and goals, and to provide experienced advice and solutions, which is valued by our clients, as evidenced by the firm's continued and strong growth in international and domestic work.

Professional Associations

The Firm and/or its members pertain to the following associations:

- Uruguayan Patent and Trademark Attorneys Association (AUDAPI)
- Interamerican Intellectual Property Association (ASIPI)
- International Association of the Protection of Industrial Property (AIPPI)
- International Trademark Association (INTA)
- American Intellectual Property Law Association (AIPLA)
- Association des Practiciens de Droit des Marques et des Modéles (APRAM)
- American Bar Association (ABA)
- Deutsch-Uruguayische Industrie und Handelskammer (AHK)



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Top Ranked

IAMBERS LATIN MERICA

Top Ranked

CHAMBERS LATIN AMERICA 2016 -

Top Ranked

CHAMBERS LATIN AMERICA

> eading dividual

Top Ranked

CHAMBERS

LATIN MERICA

RANK

IPSTARS

TOP TIER

2015

WHO'S

WHO

LEGAL

Firm nominations and recognitions

Chambers Latin America, Chambers Global, Legal 500, World Trademark Review and Managing Intellectual Property, the most prestigious legal directories that rank Intellectual Property firms, have unanimously ranked FISCHER Abogados as the leading law firm inIntellectual Property in Uruguay.

Chambers and Partners is recognized worldwide as the most prestigious law firm ranking guide and since 1999 publishes the legal directories CHAMBERS LATIN AMERICA, and CHAMBERS GLOBAL which include among other areas of practice, Intellectual Property.

Legal 500 has been studying the legal market and ranking law firms at a global level for more than 20 years, and its legal directory in Latin America, which among other countries includes Uruguay, is the preferred source of in-house counsels, company executives and professional consultants to find and assess their law firms.

Managing Intellectual Property (MIP) is the most prestigious ranking of law firms focused in Intellectual Property, and each year conducts a World Survey in the field of Intellectual Property (World IP Survey) which is considered to set the industry standards.

World Trademark Review (WTR) is the only law firm ranking focused exclusively on trademark practice, and it is also recognized worldwide for its prestige as a means of assessing trademark law firms.

The reliability and prestige of these rankings respond to their independent ranking methods, which include a rigorous and exhaustive analysis of the qualifications and professional practice of the law firms, conducting interviews with clients, and gathering testimonies of colleagues and key players in the market. The sole inclusion in these rankings represents a special distinction for the nominees, and obtaining the highest position in the rankings, Band 1, Level 1, Tier 1, and Band Gold is the highest recognition that a law firm in the field of intellectual property can achieve.

The legal guides CHAMBERS LATIN AMERICA 2016, and CHAMBERS GLOBAL 2016 have awarded FISCHER Abogados with the highest ranking, Band 1, recognizing our firm as the

leading law firm in the field of Intellectual Property in Uruguay.

Furthermore, both legal publications have distinguished Dr. Gustavo Fischer with the highest ranking, Band 1 for its work in the field of Intellectual Property in Uruguay.

Legal 500 has ranked FISCHER Abogados as a leading law firm, Level 1, in Uruguay. The legal publication has distinguished FISCHER Abogadosfor it expertise in all areas of Intellectual Property, and highlighted that "the Firm's level of service is excellent".

The 2016 World IP Survey of Managing Intellectual Property (MIP) has ranked again FISCHER Abogados in the highest level, TIER 1, in the areas of Patent contentious, Patent Prosecution and Trademark / Copyright contentious.

World Trademark Review (WTR) has ranked FISCHER Abogados with the highest ranking, Band Gold, for its expertise and work in the trademark field in Uruguay. Also, the survey recognized Dr. Gustavo Fischer with Band Gold, and described him as being "one of the country's leading lawyers in any area".

In addition, FISCHER Abogados has been honored to be featured in the latest editions of Who's Who Legal, and in Euromoney and Legal Media's Expert Guides.

Since 1996 Who's Who Legal has identified the foremost legal practitioners in 32 areas of business law. They take pride on the integrity and authority of their findings. Nominees have been selected based upon comprehensive, independent survey work with both general counsel and private practicioners worldwide.

The firm has been listed in the Patent and the Trademark fields of the Expert Guides. Expert Guides have been providing counsel with access to the world's leading business lawyers in specific areas of law for over 18 years. Expert Guides are published by Legal Media Group, the legal publishing arm of Euromoney Institutional Investor, one of the world's leading financial publishers.

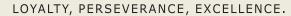


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Uruguay Facts

Surrounded by the territories of Argentina and Brazil, by large rivers and by the Atlantic Ocean, Uruguay is located in a privileged setting in South America.

Uruguay is strategically placed in the centre of the MERCOSUR (the Southern Cone common market among Argentina, Brazil, Paraguay and Uruguay, and having trade agreements with Chile and Bolivia).

Since its foundation, Montevideo, was seen as a privileged geopolitical enclave in the Southern Cone. Location of the largest natural port on the River Plate, Montevideo has always been the port of entry to the region.

For this privileged situation and its temperature between 12°C (35°F) to 25°C (78°F) from winter to summer, Uruguay is the choice as seat of major multinational companies, and for congresses, conventions, national and international events.

Capital City:	Montevideo
Extention:	176.215 km2
Inhabitants:	3:156,708
Currency:	Uruguayan Peso
Language:	Spanish
Government:	Republic
GDP:	US\$ 28.4 billion
GDP per Capita:	US\$ 8,500
Agriculture:	10%
Industry:	28%
Services:	62%
Annual growth:	3%
Major industries:	Wool, hides, beef, fishing, textiles, footwear, tires, cement, tourism.
Natural re- sources:	arable land, hydropower, minor minerals, fisheries.
Major trading partners:	Brazil, Argentina, USA, Germany, Italy.





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- Education & Background:
- School of Law of the University of Uruguay.
- Attorney at Law.
- Registered Patent and Trademark Attorney at the Uruguayan Patent and Trademark Office (DNPI).
- Past President, Uruguayan Patent and Trademark Attorneys Association (AUDAPI).
- Judge, Tribunal of ASIPI.
- Professor in the Administrative Litigation Law Course of the Master Program in Economic Administrative Law of the University of Montevideo.
- Professor of Intellectual Property of the University of Montevideo
- President of the newly founded Uruguayan
 Group AIPPI (International Association for the Protection of Intellectual Property).

Gustavo Fischer Fischer Abogados, Partner



Gustavo Fischer was born in Montevideo, Uruguay on October 19, 1959. Attorney at Law, and Patent and Trademark Attorney. He graduated from the School of Law of the University of the Republic of Uruguay, and was admitted to the Uruguayan Bar in 1986.

Mr. Gustavo Fischer is a member of the Uruguayan Patent and Trademark Attorneys Association (AUDAPI), American Bar Association (ABA), Interamerican Association of Industrial Property (ASIPI), International Association for the Protection of Industrial Property (AIPPI), American ntellectual Property Law Association (AIPLA), International Trademark Association (INTA), Association des Practiciens de Droit des Marques et des Modéles (APRAM), Deutsch-Uruguayischelndustrie und Handelskammer (AHK).

Mr. Gustavo Fischer is the Past President and Vice-President of the Uruguayan Patent and Trademark Attorneys Association (AUDAPI). President of the Executive Committee of the Association for the periods 2009-2011, and 2011-2013.Currently member of the Executive Committee.

Judge of the Tribunal of Tribunal of the Inter American Intellectual Property Association (ASIPI), appointed for the periods 2012-2015 and 2015-2018. Former Secretary and President of the Ethics and Regulatory Committee of ASIPI, and first Secretary of the Tribunal of ASIPI up to December 2012.

President of the Uruguayan Group AIPPI (International Association for the Protection of Intellectual Property).

Professor of Administrative Law and Litigation at the Master Program in Economic Administrative Law (PMDAE) and the Master in Corporate Law (PMAE) of the University of Montevideo, since 1993.

Professor of Intellectual Property of the University of Montevideo.

Founding member of the Intellectual Property and the Administrative Law Groups of the University of Montevideo.

Mr. Fischer is a frequent lecturer in conferences, seminars, roundtables and education programs, and has authored a number of articles and publications in the Intellectual Property field.

Hehas been invited to lecture on IP at the Uruguayan Bar Association, at the National IP Network on patent enforcement, at the Technological Laboratory of Uruguay on IP capture, and at National Telecommunications Administration on protection of Confidential Information and Trade Secrets.

Mr. Fischer was invited together with Ms. Mercedes Castells by the Uruguayan Patent and Trademark Office to lecture at the Regional Seminar on "The Value of Trademarks and Industrial Design in Innovation and as Company Asset" event organized by WIPO, the Spanish PTO, OHIM, and the Uruguayan Government, held in Montevideo, Uruguay, on "The role of right holders in raising awareness on the value of IP".

Languages: English and Spanish.



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Education & Background:

- School of Law of the University of Uruguay.
- Attorney at Law. Registered Patent and Trademark Attorney at the Uruguayan Patent and Trademark Office (DNPI).
- Post-graduate course on Corporate Law, Institute for Business Studies of Montevideo (IEEM).
- Diploma on Intellectual Property Studies, Postgraduate Center of the School of Law of the University of Uruguay.
- Post-graduate course on Copyright Law, Center for Post-Graduate Courses, University of Montevideo

Mercedes Castells Fischer Abogados, Partner

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Mercedes Castells was born in Montevideo, Uruguay on December 31, 1958. Attorney at Law, and Patent and Trademark Attorney. She graduated from the School of Law of the University of the Republic of Uruguay, and was admitted to the Uruguayan Bar in 1987.

Post-graduate course on Corporate Law, Institute for Business Studies of Montevideo (IEEM). Diploma on Intellectual Property Studies, Postgraduate Center of the Faculty of Law, of the University of Uruguay, 2001.

Mercedes Castells is a partner in the firm, a lawyer and a registered Patent and Trademark Attorney. Ms. Castells specializes in Intellectual Property, Media and Filmmaking, Copyrights, TMT (Technology, Media & Telecommunications), the Legal and Risk & Compliance aspects thereof, and the related Litigation.

She has in-depth knowledge and understanding of all aspects of IP and TMT, and has substantial experience in acquiring, maintaining, enforcing and managing IP and technology assets on behalf of the firm's clients.

Ms. Castells has been involved in numerous IP and TMT projects, including providing advice to clients in copyrights, image and publicity rights, producers rights and the filmmaking industry, music and producers rights, and technology protection, including computer software. She has an extensive background in IP and technology related business transactions, licensing, franchising, and conducting audits and due diligence. Her practice also focuses on litigation, and she has been lead counsel in taking to court copyright, unfair competition, trademark, tradename and industrial design infringement cases. She has provided counsel in protection and enforcement, including structuring and implementing education and legalization programs.

Co-author: "Computer Software Protection: the Brazilian Solution", Author: "Nuevas reflexiones para un viejo concepto: acerca del principio de buena administración"; "Particularidades del Nombre Comercial y su regulación en la Ley N° 17.011"; "Defensa de la competencia y patentes"; "El Trade Dress su importancia como activo intangible e identificador de la empresa"; "Consideraciones a la hora de adquirir un software desde el punto de vista de la Propiedad Intelectual".

Ms. Castells was appointed as the Secretary of the Copyright Committee of ASIPI.

Ms. Castells has lectured on legal aspects of audiovisual industry and international co-productions and in in-house company education programs and lectures. In 2012 Ms. Castells provided a series of lectures on Filmmaking and IP Rights, and New Technologies and Transmedia works and IP rights at the Puentes Australab Film event in Montevideo, Uruguay, and at the Doc Montevideo documentary and filmmaking convention and seminars in Montevideo, Uruguay.

She was invited together with Mr. Gustavo Fischer by the Uruguayan Patent and Trademark Office to lecture at the Regional Seminar on "The Value of Trademarks and Industrial Design in Innovation and as Company Asset" event organized by WIPO, the Spanish PTO, OHIM, and the Uruguayan Government, held in Montevideo, Uruguay, on "The role of right holders in raising awareness on the value of IP".

Ms. Mercedes Castells is a member of AIPPI, ASIPI, INTA, AUDAPI (Uruguayan Patent and Trademark Attorneys Association).

She is also a member of the Intellectual Property Group of the University of Montevideo (UM).

Languages: English and Spanish.



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Education & Background:

 School of Law of the University of Montevideo.

Attorney at Law.

- Post graduate course on Patent Law, Uruguayan Bar Association.
- Assistant Professor of Administrative Law at the School of Law of the University of Montevideo.

Federico Fischer Fischer Abogados, Attorney at Law.



Federico Fischer was born in Montevideo, Uruguay, on July 14, 1990. Attorney at Law, He graduated from the School of Law of the University of Montevideo, and was admitted to the Uruguayan Bar in 2014.

Attorney at Law at FISCHER ABOGADOS, that acts in the areas of Intellectual Property, Technology Law, Entertainment Law, Corporate Law and Regulatory and Public Law.

Education: Mr. Federico Fischer studied Law at the School of Law of the University of Montevideo, which is well regarded for its approach to business and corporate law. Mr. Fischer graduated as Attorney at Law. He was selected as a member of the team that represented the School of Law of the University of Montevideo in the renowned International Arbitration Moot "Annual Wilhelm C. Vis International Commercial Arbitration Moot 2011- 2012", Vienna, Austria (2012)". He was also a member of the University of Montevideo team that participated in the International Commercial Arbitration Moot organized by the University of Buenos Aires and the University of Rosario, Colombia, in 2011.

Mr. Federico Fischer also attended the Postgraduate course on Patent Law, organized by the Uruguayan Bar Association on 2014.

Since 2014, Mr. Fischer is an Assistant Professor of the faculty of Administrative Law at the School of Law of the University of Montevideo.

He is a member of:

- Interamerican Intellectual Property Association (ASIPI).
- International Trademark Association (INTA),

Mr. Fischer regularly attends their congresses and meetings.

Mr. Federico Fischer was appointed as member of the INTA Parallel Imports Committee, South American Subcommittee for the term 2016-2017.

Before joining Fischer Abogados, Mr. Federico Fischer worked at a general practice Law Firm in Montevideo, Uruguay, where he advised on Commercial and Corporate Law.

Practice Areas: Mr. Federico Fischer is actively involved in work, on behalf of both international and local companies, in the areas of Intellectual Property (Copyright and Entertainment Law), Industrial Property, Corporate Law, Regulatory and Public Law, Enforcement and Litigation. He has advised, among other things, in regard to privacy and data protection law, enforcement of IP rights in the Internet, due diligence of IP rights, licensing and franchising, anticounterfeiting, ambush marketing, and patent litigation.

Author of articles and publications in its areas of practice.

Co-author: "Una aproximación a los pactos de exclusividad como elemento de los contratos de distribución".

Author: "Algunas reflexiones acerca del control de la homonimia de las sociedades comerciales: a propósito de la sentencia Nro.815/011 del Tribunal de lo Contencioso Administrativo".

LANGUAGES: English and Spanish.



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